

## **IN THE CLAIMS**

Amend the claims as follows:

1. (Previously Presented) A method for monitoring the presence and/or movements of participants in a market research study, comprising:

providing signal transmitters at predetermined locations within a commercial establishment to wirelessly transmit location signals associated with the locations;

providing a wireless receiver to each of a plurality of participants in the market research study, the wireless receiver being adapted to be carried on the person of one of the participants and operative to receive respective ones of the location signals only when in a vicinity of each of the locations;

associating time data with each of the respective ones of the location signals corresponding to a time of reception thereof; and

storing the received respective ones of the location signals and the associated time data within the wireless receiver for use in the market research study.

2. (Original) The method of claim 1, further comprising comparing time data and location signals to produce data representing movement of particular participants in the commercial establishment over time.

3. (Previously Presented) A system for monitoring the presence and/or movements of participants in a market research study, comprising:

a plurality of signal transmitters provided at predetermined locations within a commercial establishment to wirelessly transmit location signals associated with the locations; and

a plurality of monitors each adapted to be carried on the person of one of the participants in the market research study, wherein each of the monitors includes a wireless receiver operative to receive respective ones of the location signals only when in a vicinity of each of the locations, a clock for producing time data associated with each of the respective ones of the location signals

when received by the wireless receiver, and a memory coupled to the wireless receiver and to the clock for storing the received respective ones of the location signals and the associated time data within the wireless receiver for extraction and use in the market research study.

4. (Original) The system of claim 3, further comprising a processor provided with the time data and the location signals to compare the time data and the location signals to produce data representing movement of particular participants in the commercial establishment over time.

5. (Original) A method of gathering data representing customer behavior in a commercial establishment, comprising:

providing a layout map representing a plurality of locations within a commercial establishment;

providing a portable monitor to each of a plurality of panelists participating in a customer behavior study to be worn thereby;

gathering panelist presence data in the portable monitors representing a presence of respective ones of the panelists at identified ones of the locations within the commercial establishment; and

associating the panelist presence data with the plurality of locations represented by the layout map.

6. (Original) The method claim 5, wherein gathering data comprises receiving wirelessly transmitted location indicating data in the portable monitors representing ones of the locations within the commercial establishment.

7. (Original) The method of claim 5, comprising gathering data in the portable monitors representing exposure of respective ones of the panelists to media data.

8. (Original) The method of claim 5, comprising gathering outdoor advertising data in the portable monitors representing exposure of respective ones of the panelists to outdoor advertising.

9. (Original) The method of claim 5, comprising providing time data defining a time base within each of the portable monitors, and associating the time data with the panelist presence data received in the portable monitors.
10. (Original) The method of claim 9, comprising gathering media exposure data in the portable monitors representing exposure of respective ones of the panelists to media data, and associating the time data with the media exposure data.
11. (Original) The method of claim 9, comprising gathering outdoor advertising data in the portable monitors representing exposure of respective ones of the panelists to outdoor advertising, and associating the time data with the outdoor advertising data.
12. (Original) The method of claim 5, comprising associating data representing products offered for sale and/or displays of products offered for sale with selected ones of the plurality of locations represented by the layout map.
13. (Original) A relational database storing data representing consumer behavior in a commercial establishment, comprising:
- a first table storing a plurality of first records, each of the first records including a first field storing wireless transmitter data representing a respective one of a plurality of wireless transmitters positioned in the commercial establishment and operative to transmit corresponding transmitter data and a second field storing location data representing a location of the respective one of the plurality of wireless transmitters in the retail establishment; and
  - a second table storing a plurality of second records, each of the second records including a first field representing a consumer participating in a consumer behavior study by carrying a portable monitor and a second field representing a respective one of the plurality of wireless transmitters from which the portable monitor received transmitted corresponding transmitter data.
14. (Original) A method of gathering market research data, comprising:

providing a portable monitor to each of a plurality of panelists participating in a market research study to be worn thereby; producing presence data within the portable monitors of ones of the plurality of panelists indicating their presence at a plurality of locations within at least one commercial establishment; and producing media data exposure data within the portable monitors of ones of the plurality of panelists indicating exposure thereof to media data.

15. (Original) The method of claim 14, wherein producing presence data comprises receiving a wirelessly transmitted location signal.

16. (Original) The method of claim 15, wherein the wirelessly transmitted location signal is produced by a wireless transmitter within or proximal to the commercial establishment.

17. (Original) The method of claim 16, comprising wirelessly transmitting a plurality of location signals within the commercial establishment each from a transmitter positioned at a respective location within the commercial establishment.

18. (Original) The method of claim 17, wherein the portable monitor receives and stores a location signal from each of a plurality of the wireless transmitters representing a proximity of a panelist carrying the wireless monitor to the location of the respective transmitter within the commercial establishment.

19. (Original) The method of claim 15, comprising calibrating an inertial monitoring unit within each of the portable monitors of a plurality of panelists based on the wirelessly transmitted location signal and determining a presence of each of such plurality of panelists at a plurality of locations within the commercial establishment by means of the calibrated inertial monitoring unit.

20. (Original) The method of claim 15, comprising producing presence data based on the received wirelessly transmitted location signal by means of one of an angle of arrival technique, a time difference of arrival technique, and enhanced signal strength technique, a location fingerprinting technique and an ultra wide band location technique.

21. (Original) The method of claim 14, comprising producing the media data exposure data based on acoustic media data received by the portable monitors.

22. (Original) A relational database storing data representing consumer behavior in a commercial establishment, comprising:

a first table storing a plurality of first records, each of the first records including a first field storing location data identifying a location within a commercial establishment and a second field storing coordinate data representing a position of the location in a predetermined coordinate system; and

a second table storing a plurality of second records, each of the second records including a first field representing a consumer participating in a consumer behavior study by carrying a portable monitor and a second field representing coordinates of a position of the consumer in the predetermined coordinate system.

23. (Previously Presented) A method for monitoring activity of participants in a market research study, comprising:

providing a plurality of signal transmitters at respective locations within a commercial establishment, each of the signal transmitters operative to wirelessly transmit a respective location signal;

providing to each of a plurality of participants in the market research study a respective wireless receiver operative to receive respective ones of the location signals transmitted by the signal transmitters;

carrying by at least one of the participants in the market research study the respective wireless receiver while moving through the commercial establishment; and

storing by the wireless receiver data representing the location signals received by the wireless receiver.

24. (Previously Presented) The method of claim 23, wherein providing a plurality of signal transmitters comprises providing the plurality of signal transmitters in respective vicinities of products offered for sale; and each of the wireless receivers is operative, when in the vicinity of one of the products offered for sale, to receive the location signal transmitted by the respective signal transmitter placed in the vicinity of said one of the products offered for sale.

25. (Previously Presented) The method of claim 23, comprising associating each of the signal transmitters with a respective product or advertisement; and wherein each of the transmitted location signals is adapted to be received by one of the wireless receivers only when said one of the wireless receivers is located in an area in which the product or advertisement associated with the signal transmitter transmitting the respective location signal can be perceived by the participant carrying said one of the wireless receivers.

26. (Previously Presented) The method of claim 23, further comprising detecting a presence of a person in proximity to one of the signal transmitters; and wherein said one of the signal transmitters is adapted to not transmit the respective location signal when the presence of a person is not detected.

27. (Previously Presented) The method of claim 23, comprising transmitting by a selected one of the signal transmitters commercial establishment data identifying the commercial establishment; wherein each of the wireless receivers is operative to receive and store the transmitted commercial establishment data.

28. (Previously Presented) The method of claim 23, comprising disposing one of the signal transmitters in proximity to an entrance of the commercial establishment; and wherein each of the wireless receivers is operative to receive the location signal transmitted by said one of the signal transmitters only when the respective wireless receiver is disposed in proximity to the entrance of the commercial establishment.

29. (Previously Presented) The method of claim 23, further comprising downloading the data stored within each of the wireless receivers to a centralized processor utilizing respective base stations associated with the participants.

30. (Previously Presented) A system for monitoring activity of participants in a market research study, comprising:

a plurality of signal transmitters disposed at respective locations within a commercial establishment, each of the signal transmitters operative to wirelessly transmit a respective location signal;

a plurality of wireless receivers, each of the wireless receivers being carried by a respective one of a plurality of participants in the market research study and operative, when disposed in the commercial establishment, to receive respective ones of the location signals transmitted by the signal transmitters and to store data representing the received location signals.

31. (Previously Presented) The system of claim 30, wherein the signal transmitters are disposed in respective vicinities of products offered for sale within the commercial establishment; and each of the wireless receivers is operative, when in the vicinity of one of the products offered for sale, to receive the location signal transmitted by the respective signal transmitter disposed in the vicinity of said one of the products offered for sale.

32. (Previously Presented) The system of claim 30, wherein each of the signal transmitters is associated with a respective product or advertisement; and each of the transmitted location signals is adapted to be received by one of the wireless receivers only when said one of the wireless receivers is located in an area in which the product or advertisement associated with the signal transmitter transmitting the respective location signal can be perceived by the participant carrying said one of the wireless receivers.

33. (Previously Presented) The system of claim 30, comprising a detector for detecting a presence of a person in proximity to one of the signal transmitters; and wherein said one of the signal transmitters is adapted to not transmit the respective location signal when the presence of a person is not detected.

34 (Previously Presented) The system of claim 30, wherein at least one of the signal transmitters is operative to transmit commercial establishment data identifying the commercial

establishment; and each of the wireless receivers is operative to receive and store the transmitted commercial establishment data.

35. (Previously Presented) The system of claim 30, wherein one of the signal transmitters is disposed in proximity to an entrance of the commercial establishment; and wherein each of the wireless receivers is operative to receive the location signal transmitted by said one of the signal transmitters only when the respective wireless receiver is disposed in proximity to the entrance of the commercial establishment.

36. (Previously Presented) The system of claim 30, further comprising a plurality of base stations, each of the base stations associated with a respective one of the participants of the market research study and operative to download the data stored within the respective wireless receiver to a centralized processor.

37. (New) A method for monitoring activity of participants in a market research study, comprising:

providing a plurality of signal transmitters on or within proximity to respective products or advertisements disposed inside a commercial establishment, each of the signal transmitters operative to wirelessly transmit a respective transmitter ID signal associated with a respective one of said products or advertisements;

providing to each of a plurality of participants in the market research study a respective wireless receiver operative to receive a transmitter ID signal transmitted by one of the signal transmitters when in proximity to said one of the signal transmitters;

carrying by at least one of the participants in the market research study the respective wireless receiver while moving through the commercial establishment; and

storing by the wireless receiver data representing each of the transmitter ID signals received by the wireless receiver.

38. (New) The method of claim 37, wherein the respective transmitter ID signal of each of the signal transmitters is associated only with the respective one of said products or advertisements.



39. (New) The method of claim 37, comprising providing a plurality of outdoor signal transmitters on or within proximity to respective outdoor advertisements disposed outside the commercial establishment in an outdoor setting, each of the outdoor signal transmitters operative to wirelessly transmit a respective transmitter ID signal associated with a respective one of said outdoor advertisements, and each of the wireless receivers operative to receive a transmitter ID signal transmitted by one of the outdoor signal transmitters when in the outdoor setting and in proximity to said one of the outdoor signal transmitters.

40. (New) The method of claim 37, further comprising detecting a presence of a person in proximity to one of the signal transmitters; and wherein said one of the signal transmitters is adapted to not transmit the respective transmitter ID signal when the presence of a person is not detected.

41. (New) The method of claim 37, wherein at least one of the signal transmitters is operative to wirelessly transmit the respective transmitter ID signal as an inaudible code disposed within an acoustic signal; and each of the wireless receivers is operative to receive the acoustic signal and extract the inaudible code disposed therein.

42. (New) The method of claim 37, comprising providing each of the wireless receivers with a GPS receiver operative to receive GPS signals and to identify a location of the wireless receiver based on the received GPS signals; each of the wireless receivers operative to store the location of the respective wireless receiver along with the transmitter ID signals received by the respective wireless receiver.